

DC USA

TAKING RETAIL TO NEW HEIGHTS



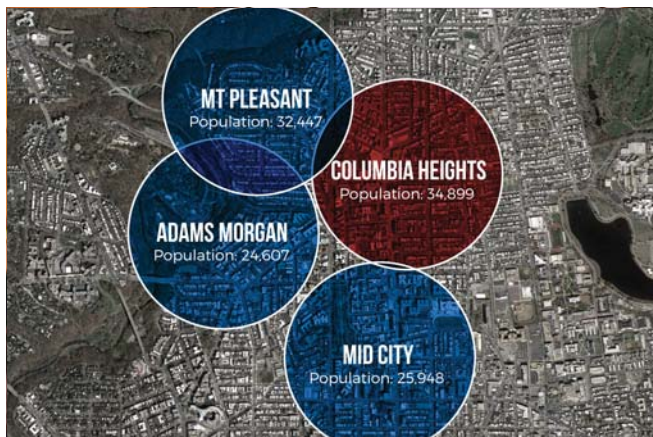


DC USA

The Largest Retail Project in Washington, DC



DC USA is located among the three densest residential neighborhoods in the district: Columbia Heights, Adams Morgan, and Mount Pleasant. Encompassing 4 levels of large format and specialty retail, it is the largest retail development in DC. Opened in 2008, this \$145 million dollar project has helped revitalize and grow Columbia Heights and the adjacent neighborhoods and brought the first Target store to DC. With tens of thousands of shoppers per day, retail at DC USA is a regional destination and neighborhood hub in NW DC.



PROPOSED STOREFRONT REDESIGN



DC USA - BIG NUMBERS



Over 20,000 daily visitors to DC USA project



Highly visible, established retail project at the Columbia Heights Metro



Strong anchors: Target, Best Buy, Marshalls, Bed Bath & Beyond, DSW, Washington Sports Club



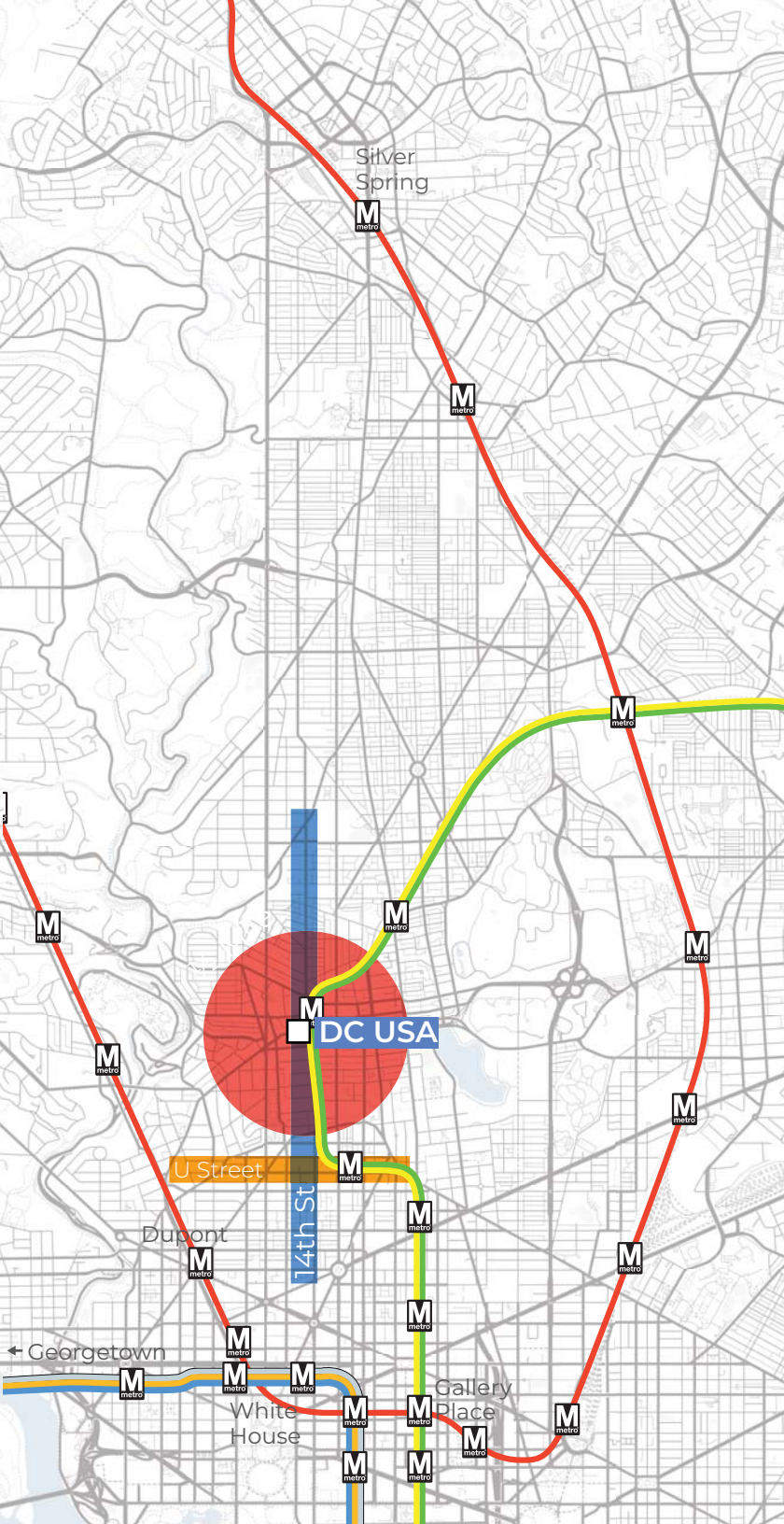
25,946 metro riders per weekend and 23,206 riders per weekday (on average)



1.4 Million square feet of retail on lower and upper 14th Street with DC USA as the main anchor



7 Big Box retailers, 35 QSR restaurant users and 25 specialty shops make for a balanced retail mix in Columbia Heights



REGIONAL DEMOS

Demos 1 Mile

Population

Median Age

Education | Bachelor's Degree +

Avg. Household Income

H Street NE

56,521

35.3

68%

\$136,160

Gallery Place

47,826

34

68%

\$123,556

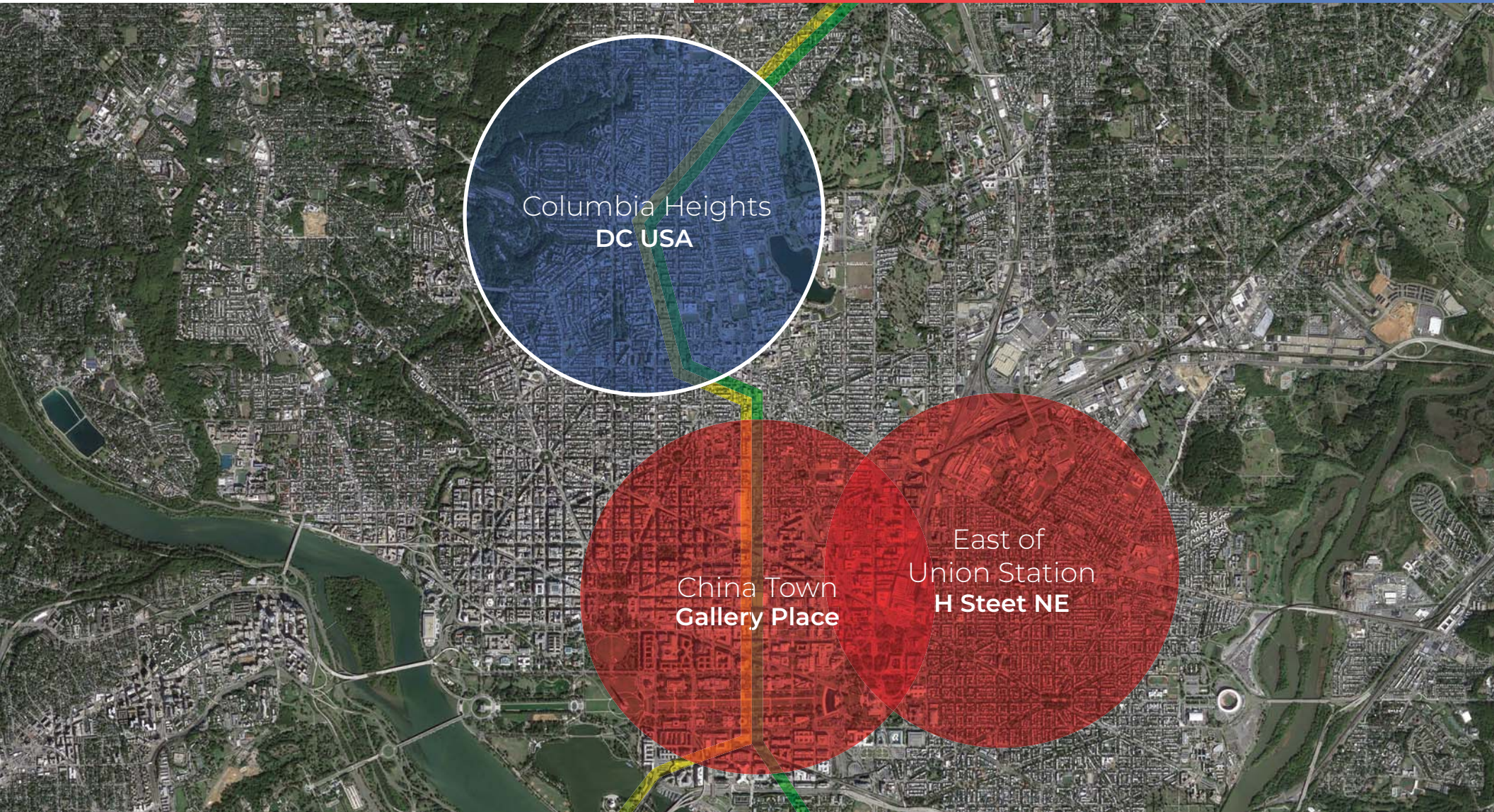
DC USA

89,545

33.7

66%

\$116,074

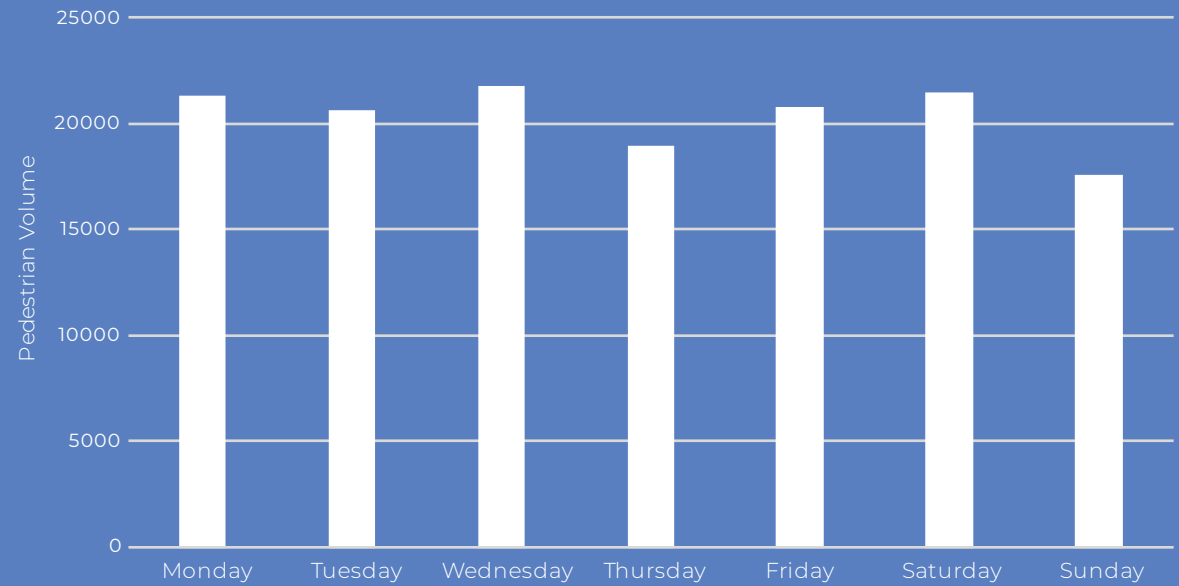


FOOT TRAFFIC

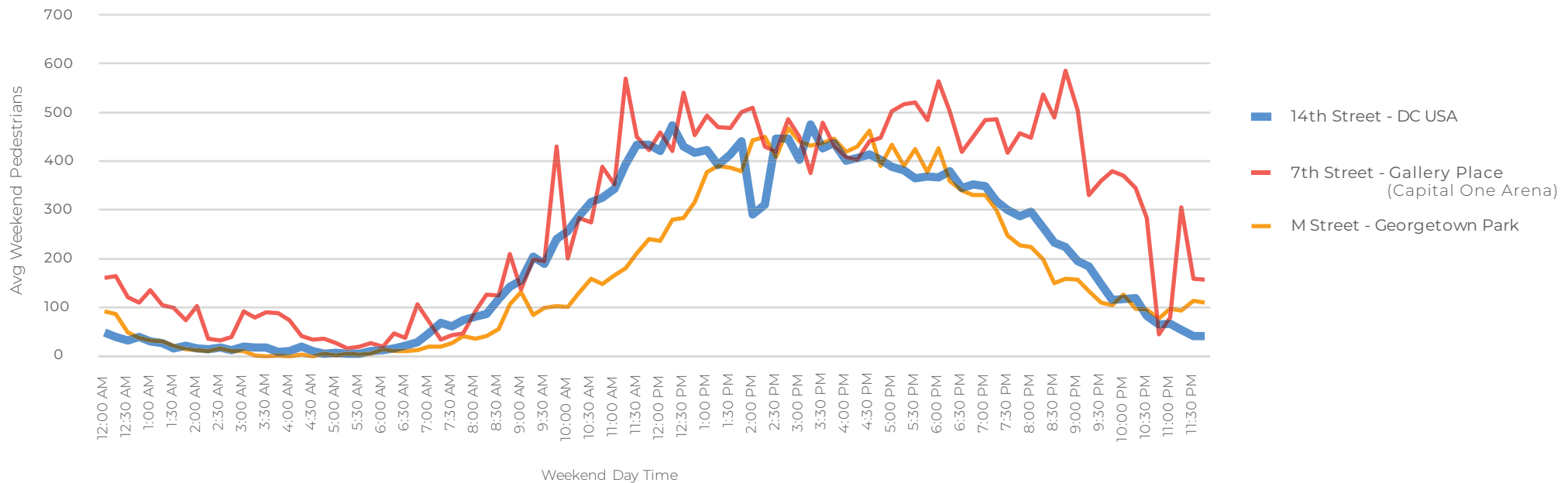
DC USA, CONSISTENTLY STRONG PEDESTRIAN COUNTS



DC USA on 14th Street Foot Traffic



DC USA Weekend Day Pedestrian Counts Compared to Capital One Arena and Georgetown Park



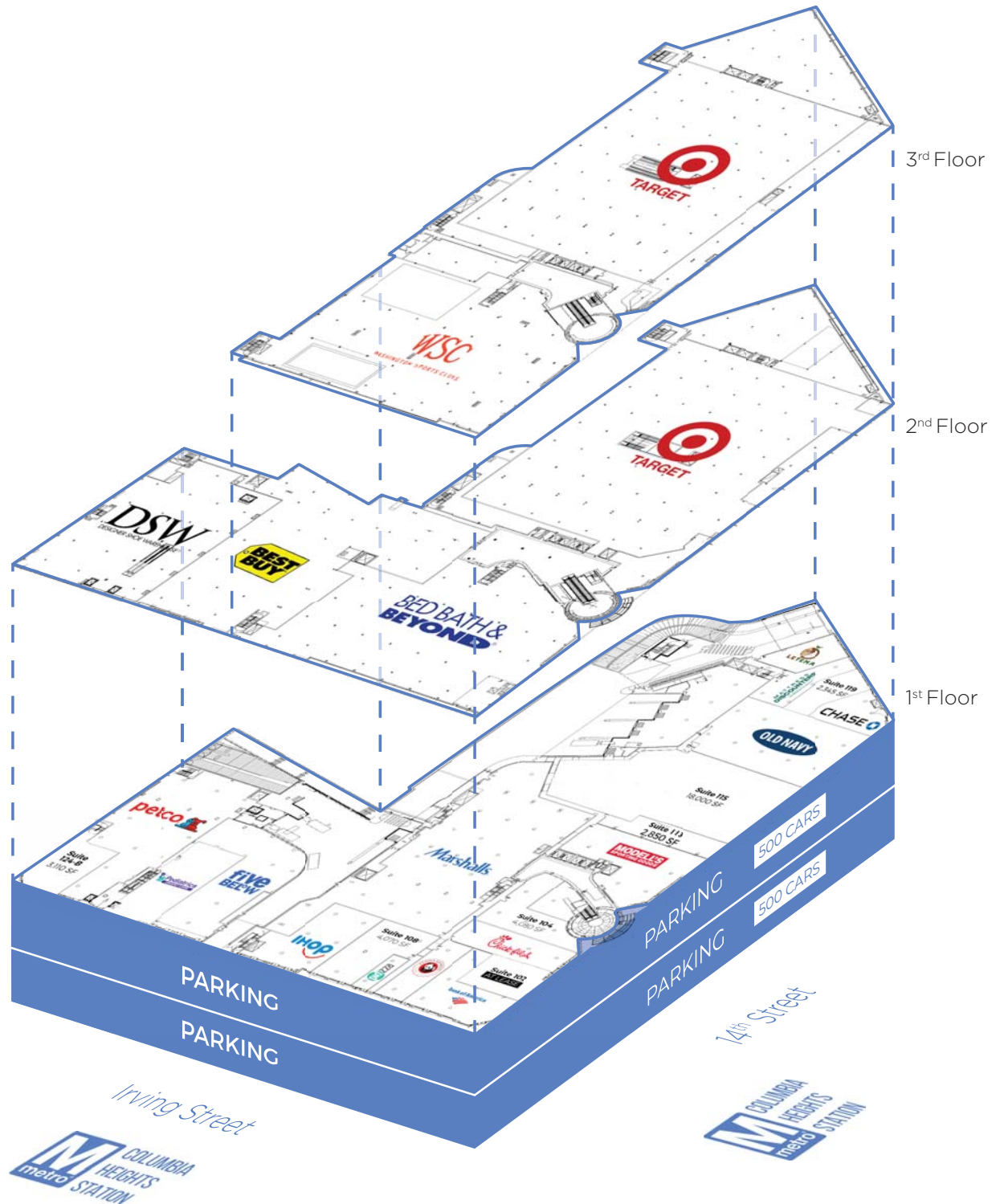
PROJECT STACK

TARGET
WASHINGTON SPORTS CLUB
DESIGNER SHOE WAREHOUSE
BEST BUY
BED BATH & BEYOND
CHASE
OLD NAVY
PETCO
PM PEDIATRICS
FIVE BELOW
IHOP
PIZZA
PANDA EXPRESS
BANK OF AMERICA
CHICK-FIL-A
PAYLESS SHOES
MARSHALLS
MODELL'S
MATTRESS FIRM
LA TENA

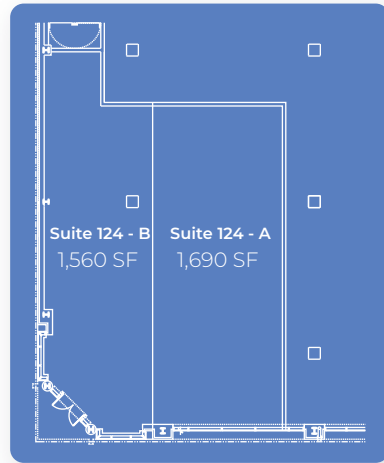
NEARBY TENANTS

GIANT
JENKIN'S CAPITAL BBQ
GALA THEATRE
VERIZON WIRELESS
Z BURGER
PNC
STICKY FINGERS
JIMMY JOHNS
PIZZA
POLLO CAMPERO
THE HEIGHTS TAPROOM
CHIPOTLE
STARBUCKS
CAVA
D'VINES
CVS PHARMACY
LOU'S CITY BAR
HILTON BROTHERS BAR
TYNAN COFFEE & TEA
PETE'S NEW HAVEN STYLE APIZZA
POTBELLY
FIVE GUYS

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LEASING OPPORTUNITIES



First Floor



DOCHTER & ALEXANDER
RETAIL ADVISORS

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